



Cultivating Restorative Investment

Governors Restoration Forum
June 9, 2006



Canaan Valley Institute

WORKING FOR THE SUSTAINABILITY OF THE MID-ATLANTIC HIGHLANDS SINCE 1995

What's coming

- Integrative restoration
- Triggers for investment
- Creative funding plans
- Project examples
- Success story
- Summary



Integrated restoration to set the stage

➤ Definition:

- Integrated => becoming one, bringing together, melding into one
- Restoration => returning to a *satisfactory* state

➤ Bringing the environmental, societal, and economic sectors together to return to a satisfactory state



Important components of restoration business

- Top down – Bottom up support
- Blurring the boundaries
- Building bridges

Major message—
create projects
that address the
needs others!



Investment in restoration will pay off

Jobs created for every 1\$ million of investment

Industrial Sector	Direct Jobs/\$million	Indirect Jobs/\$million	Total Jobs/\$million
Aquatic Ecosystem Restoration	13.0	17.0	30.0
Road Construction	9.5	14.8	24.3
Utility Construction	6.1	19.7	25.8
Defense Contractors	10.2	10.5	20.7



King, Dennis. (1992). *Preliminary Analysis of Wetland Restoration Cost*. Data collected through EPA Cooperative Agreement No. 075-25151 with University of Maryland, Center for Estuarine and Environmental Studies.

What triggers investment

➤ Economic Costs

- Economic hardship
- Costs quantifiable/demonstrable, eg. brownfield redevelopment
- Business, private sector champions

➤ Environmental Problems

- Significantly recognized problem like Cuyahoga River, Louisiana wetlands
- Environmental champion--Al Gore



Investment triggers

➤ Social Issues

- Health threats, crime, poverty, illiteracy, loss of cultural heritage
 - Loss of Trust
 - Loss of Community
- Civil society champions



Consider broad project categories

- Best management practices
- Community development
- Conservation
- Economic development
- Flooding
- Source water protection
- Stream restoration
- Watershed restoration
- Wastewater treatment and water supply



Leads to big variety of funding sources

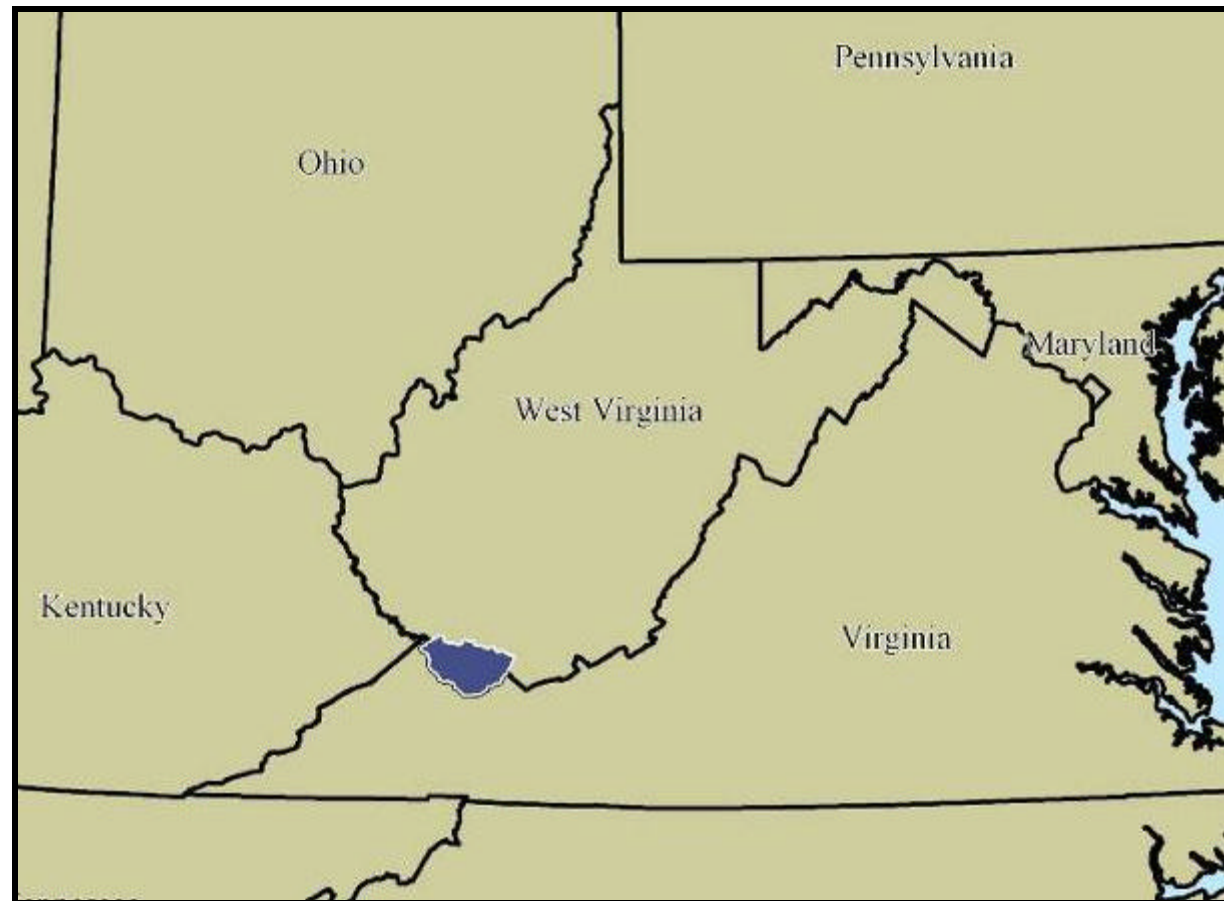
- Abandoned Mine Land Program
- Brownfields Program
- Environmental Education Grants
- Forest Legacy Program
- Landowner Incentive Program
- Welfare-to-Work Grants
- National Forest Dependent Rural Communities (Economic Recovery)
- Partners for Fish and Wildlife
- Rural Business Enterprises Grant
- Section 319 Program
- Urban and Community Forestry Program
- Water Bank Program



http://www.canaanvi.org/canaanvi_web/hap.aspx

An eastern example

➤ McDowell County, West Virginia



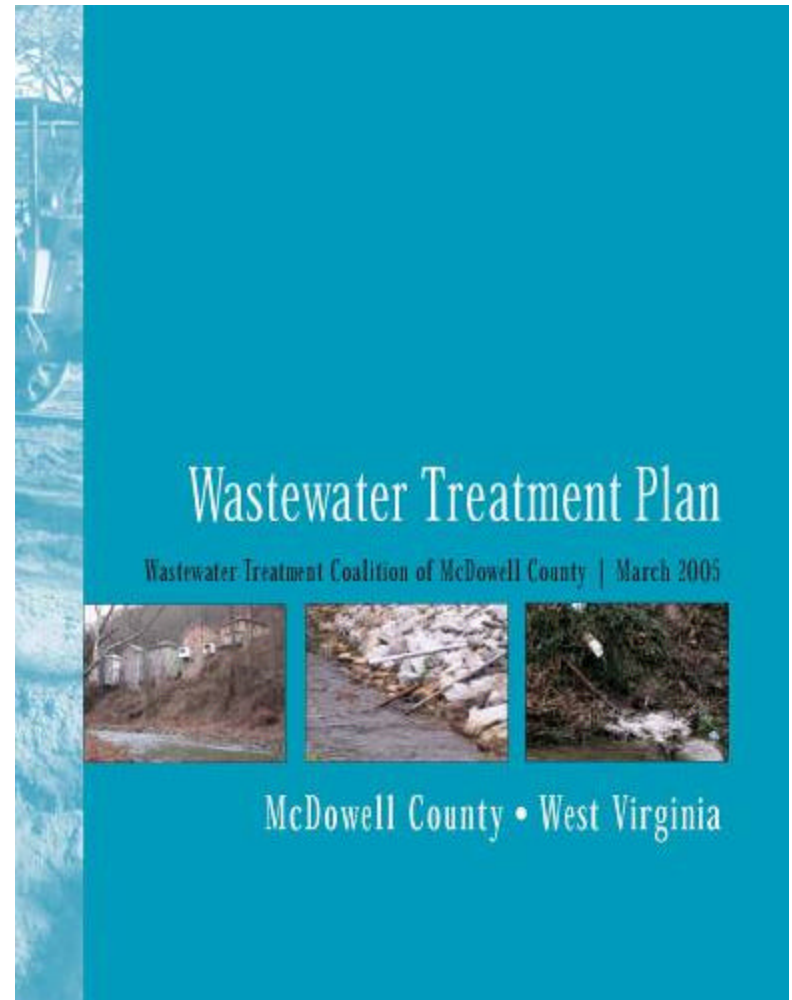
Some background

- Important coal producing county, historically and presently
- Dramatic population declines, 9.5% 2000-2004, 22.4% 1990-2000
- Economic hardships
 - 37.7% of people live below poverty level
 - \$10,174 average per capita income
- 67% of households with inadequate wastewater treatment
- Steep terrain and narrow valleys



Triggers for investment

- Local coalition put forth a detailed, prioritized plan
- Bad press in out-of-state newspaper
- State development officer with local connections
- Attracted the governor's attention



Creative funding generated by broad interests

- EPA sponsored non-point source funding from state agency
- Faith-based organizations, developer and local business investment
- Innovative solution attracting assistance from state agency



Matched with traditional funding

- Local contributions of money and time
- Infrastructure improvement funds, state and federal



Demo done and first big project in design



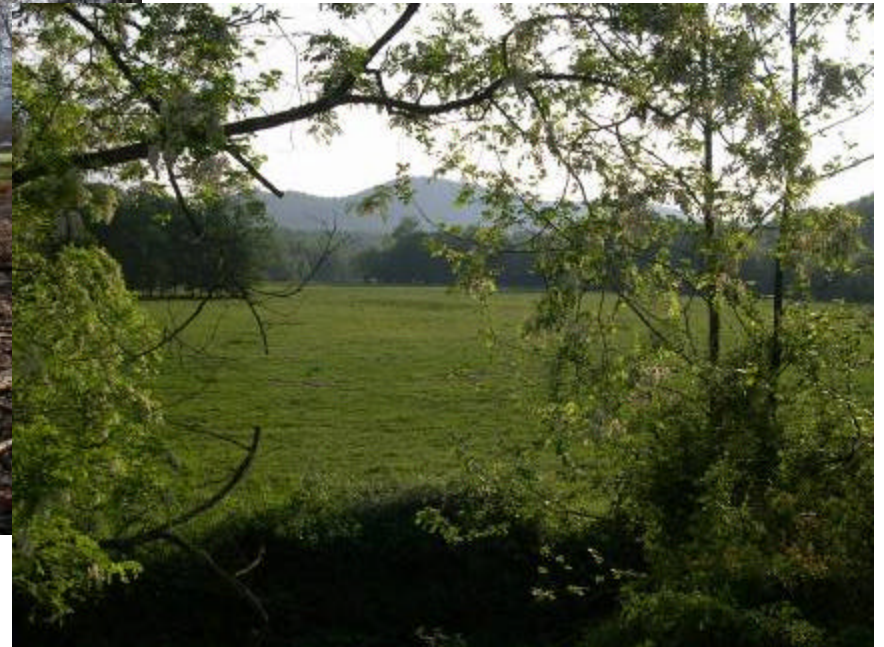
**New project in Ashland
will serve 32 families
and a tourism related
business.**

**McDowell County
Headstart now has
treatment.**



One more out-of-state example

- **Horseshoe Run, West Virginia**
 - Part farming community, part recreation destination (sound familiar)



Erosion recognized as major issue

- Property being lost with every high water event
- Infrastructure at risk (roads, pipelines)
- Native trout populations affected by sediment and temperature stressors



Community lead project selection



Triggers to investment

- **Local champion (environmental and economic)**
- **Connections to agricultural resources—conservation district**
- **Education initiative of NGO in need of training site**
- **Political support**



Clear economic benefits

- Value of protected property, roads, pipeline
- Increase in property value and sense of security
- Local job support—local construction firms
- Protect and improve fish habitat



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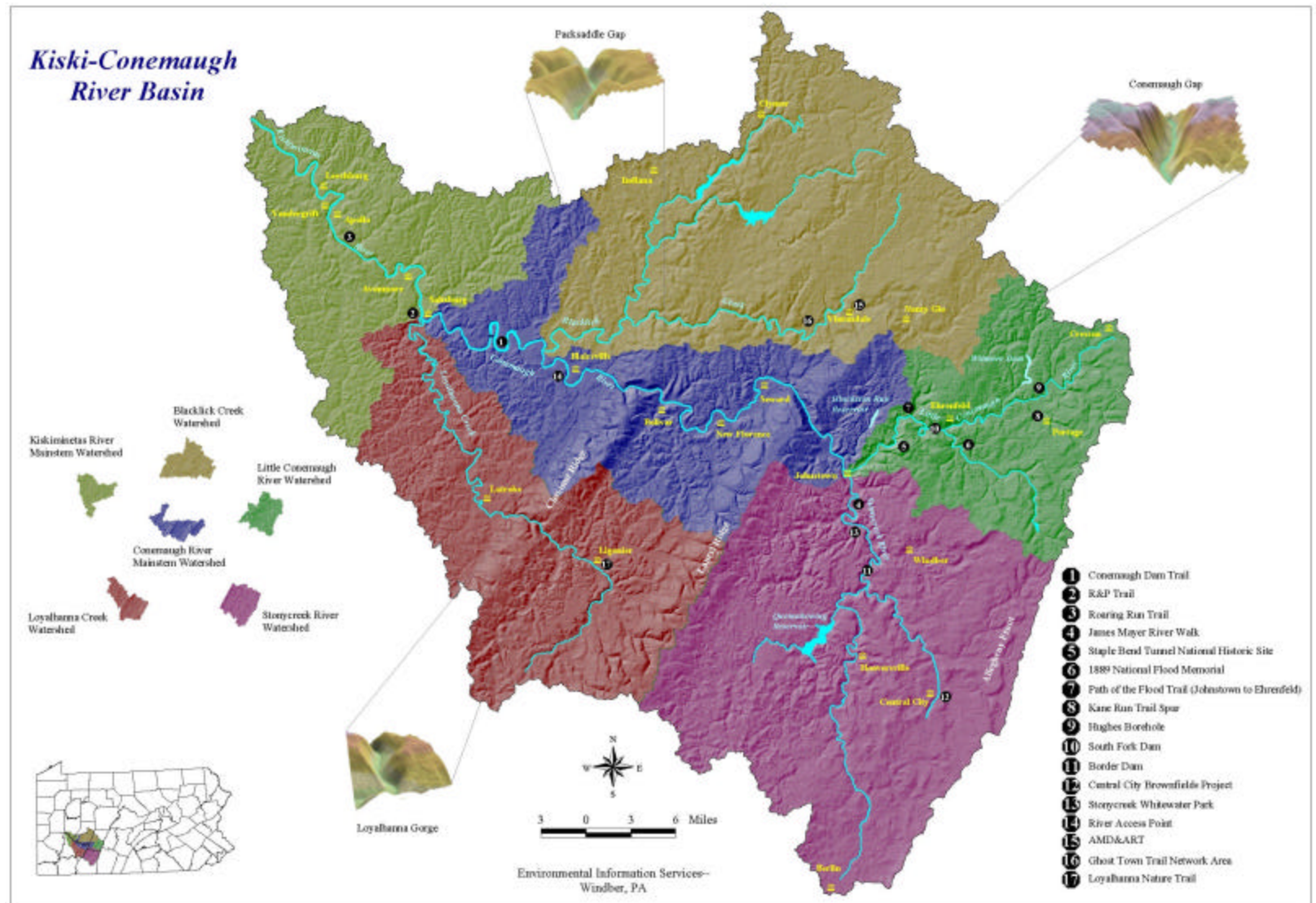


First phase projects are completed.

Phase 2 and 3 will be completed this year.



Kiski-Conemaugh success story



Mining area with mining legacies

- Acid mine drainage hampered all uses of the rivers
- Declining population and depressed economy
- Remediation efforts begun in 1980's
- Water quality improvements seen



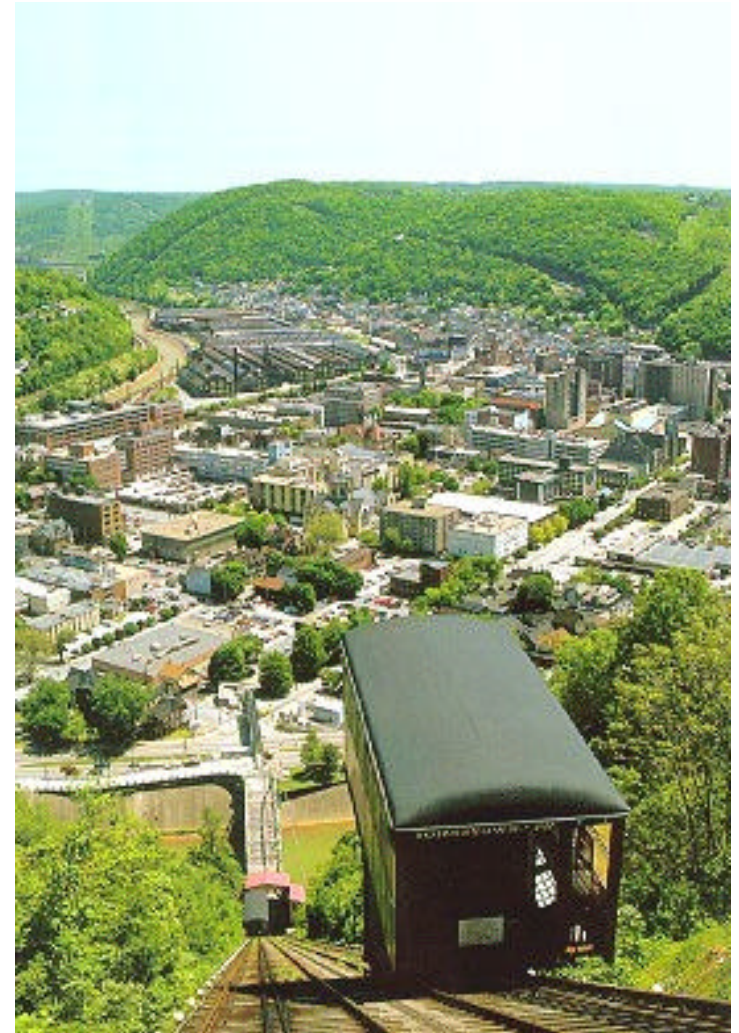
Groups have effectively demonstrated benefits

- Whitewater is a growing industry
- Swimming, boating, fishing, and camping are important to quality of life
- Trail development is seen as a resource
- Efforts highlight historical resources



Restoration benefits result in economic growth

- All of this being using to make this region more appealing to business and industry
- Video being used to market area



Summary

- See restoration as an industry for investment
- Create projects with broad interest
- Use broad interests to draw in funding
- Keep track of benefits
- Repeat mantra—improving the environment is an economic motor!



